Home Furnishings Calendar 1948

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

ANNOUNCEMENT

HOME FURNISHINGS CALENDAR is making a survey of give-away radio programs and their value to the home furnishings industry - see page 7. On page 6 a new department - Radio and Television News - makes its debut. The Editors.

November 18 AMERICAN FAIR TRADE COUNCIL ANNUAL MEETING, WALDORF ASTORIA, N. Y.

Thursday NATIONAL CONFERENCE OF AMERICAN MANAGEMENT ASS'N. DRAKE HOTEL, PRODUCTION EXECUTIVES November 18-November 19

330 WEST 42ND STREET CHICAGO, ILLINOIS About 1,200 production executives from all industries will discuss means of increasing production, lowering costs and increasing earnings and promoting closer coordination between engineers, plant managers and

Nov. 18-19 ZENITH'S NEW TELEVISION LINE WILL BE SHOWN TO DISTRIBUTORS, CHICAGO, ILL.

marketing executives. Publicity: Edward K. Moss. BR. 9-6055.

Thursday Nov. 18-Nove 20 1:00 P.M.-11:00 P.M.

EASTERN STATES WESTCHESTER WESTCHESTER COUNTY ANTIQUES FAIR ENTERPRISES. INC. CENTER. WHITE PLAINS Last three days: More than a hundred exhibits shown by leading dealers from all parts of the country will be on display featuring furniture. glass, china, silver, prints and paintings, pewter, lamps and so on. Admission is \$1. including tax. Show closes at 6 P.M. Saturday. November 20th. Contact: C.J. Nuttall, Westchester Enterprises. TE. 8-6830.

Thursday November 18-November 20

DISPLAY OF GLASS STEUBEN GLASS CO. 716 FIFTH AVENUE Last three days of a display of antique glass candelabra and candlesticks shown in the new mezzanine gallery, and drawn from Steuben's outstanding collection of seventeenth and eighteenth century glass. Publicity: J. Beacham Tredennick, CI. 6-8280.

WEEK BEGINNING MONDAY. NOVEMBER 22. 1948

Monday November 22 12:00 Noon

LUNCHEON AND SHOWING W.N.B.C. WALDORF-ASTORIA OF DOCUMENTARY FILM STARLIGHT ROOF A documentary film, "Behind Your Radio Dial" will be shown to a small group of media leaders, agency and advertising executives and entertainers by invitation only. The film tells the story of N.B.C. and was made by R.K.O. Pathe. It will be shown later by N.B.C. affiliates throughout the country as well as being nationally distributed through projection agencies. At the luncheon preceding the showing Niles

Trammel, N.B.C. president, will speak. Contact: Carl Cannon, CI. 7-8300.

DATE WHAT'S GOING ON GIVEN BY

WHERE

Monday

EXACT REPRODUCTIONS November 22- OF HITCHCOCK CHAIRS

THE HITCHCOCK CHAIR COMPANY

RIVERTON, CONNECTICUT

Going On

The Hitchcock Chair Co., which has not made a chair in over one hundred years, is now in production again. Orders are now being taken for various types of Hitchcocks which are being made in the restored and renovated factory exactly as they used to be early in the 19th century. The new Hitchcocks will be made of the same fine wood and decorated with the same stencils in the original colors although they may be specially ordered in decorator colors if desired. No chairs are to be put on sale before Thanksgiving week. Contact: John T. Kenney, President, The Hitchcock Chair Company, Riverton, Connecticut.

Tuesday November 23

ANNUAL MEETING AND LUNCHEON

THE FASHION GROUP, INC. HOTEL BILTMORE

BALLROOM

12:15 P.M.

Speakers at the luncheon will be Millicent Fenwick of Vogue, speaking on "More Than Manners" and Emily Kimbrough, whose talk "The Pleasure is Not All Mine" will deal with various modes of entertaining in different parts of the country. Election of officers and committee chairman will be held at this meeting. Contact: Ethel Kremer, CI. 7-3940.

November 25 THANKSGIVING DAY (Thursday)

November 27 NAT'L. BABY CARE EXPOSITION: WITH PRODUCTS, MADISON SQ. GARDEN TO DEC. 6.

WEEK BEGINNING MONDAY, NOVEMBER 29, 1948

Wednesday December 1

AMERICAN MUSIC CONFERENCE CHICAGO, ILLINOIS CONFERENCE OF TRUSTEES The trustees of the American Music Conference will hold their Chicago meeting on this date and will meet in New York at the Hotel Roosevelt on Wednesday, December 8. These trustees come from various national associations which are interested in promoting better music throughout the country. They work closely with schools and piano and music teachers. Louis G. Lemair is the president. Contact: William A. Mills, executive secretary, American Music Conference, 332 So. Michigan Ave., Chicago 4.

Thursday December 2 3:30 P.M.-

COCKTAIL PARTY AT NEW SHOWROOM

MALLINSON DRAPERY & UPHOLSTERY FABRICS

261 FIFTH AVENUE

SUITE 711

6:00 P.M. Cocktails

PLEASE NOTE CORRECTED ADDRESS. A reception will be held for the trade and press at the Mallinson Drapery & Upholstery Fabrics' new showroom. A cocktail party will mark the official opening. Larger quarters have been acquired for showing this line. These will enable the company to continue its services to the trade on a more extensive scale. Harold A. Dessar, general sales manager of Mallinson, will be in charge of the new showroom. By invitation only. Publicity: Hilda Kassell, PL. 9-2917.

ANNUAL MEETING OF AMER. SOC. OF REFRIGERATING ENGINEERS, WASHINGTON, D.C. Dec. 5-8

NATIONAL ASSOCIATION OF DISPLAY INDUSTRIES MARKET WEEK, HOTEL NEW YORKER. DEC. 5-10

ADVANCE DATES AND NOTICES

NEW YORK CURTAIN AND DRAPERY CLUB DINNER, COMMODORE HOTEL, NEW YORK, N.Y. Dec. 6

NEW YORK CURTAIN AND DRAPERY CLUB MARKET WEEK, NEW YORK CITY. Dec. 6-10

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

Monday
December 6
Going On

SHOWING OF NEW DRAPERY MALLINSON DRAPERY & 261 FIFTH AVENUE AND UPHOLSTERY LINE UPHOLSTERY FABRICS SUITE 711

PLEASE NOTE CORRECTED ADDRESS. The new line of Mallinson Drapery & Upholstery Fabrics will be presented to the trade on this date and daily thereafter. Medium-priced quality fabrics, both new textures and vatdyed screen prints, in traditional and contemporary patterns to be used for draperies, upholstery, slipcovers and accessories will be on view and will subsequently be available to the consumer at fine drapery and department stores throughout the country. Publ.: Hilda Kassell, PL.9-2917.

Tuesday
December 7

ANNUAL DINNER

CHAMBER OF COMMERCE OF HOTEL COMMODORE

AND AWARDS

THE BOROUGH OF QUEENS

Immediately following its annual dinner, the Queens Chamber of Commerce awards for the best buildings erected throughout the borough will be made. Mr. Simeon Heller is the chairman of the building awards committee and prizes will be given in the following classifications:

Industrial commercial industrial buildings backs.

Industrial, commercial-industrial buildings, banks, retail outlets, office buildings, three types of apartment construction and four types of residential construction, public buildings and semi-public buildings.

Contact: Simeon Heller, FL. 3-2505.

Thursday
December 9
10:00 A.M.12:00 Noon

BUFFET BREAKFAST

I. SCHWARTZ GLASS

SHOWROOM

AND SHOWING

& MIRROR COMPANY

412 E. 59TH STREET

New glass furniture, designed and manufactured by I. Schwartz will be
shown to the press. In addition, mirrored glass combined with black
lacquer wood will be presented in new Modern, Chinese and traditional
pieces. By invitation only. Publicity: Doris Herzig, Franklin Fisher

& Associates, MU. 2-1983.

December 14- 70TH ANNUAL CONVENTION U.S. POTTERS ASS'N. HOTEL ASTOR
December 15 The U.S. Potters Association will hold its annual convention on these
dates with a year of unusual achievements to celebrate. Contact:
W. A. Betz, East Liverpool, Ohio.

December 25 CHRISTMAS DAY (Saturday)

January 1 NEW YEAR'S DAY (Saturday)

Saturday January 1

NEW ADDRESS FOR MERCHANDISE MART NORTH BANK DRIVE MERCHANDISE MART OWNERS CHICAGO, ILLINOIS Beginning on January 1, 1949, the official address of The Merchandise Mart will be changed from 222 North Bank Drive, Chicago 54, Illinois to Merchandise Mart Plaza, Chicago 54, Illinois. This change was made to avoid confusion which has existed in the past among Postal and City Authorities, cab drivers and telephone users. The City of Chicago, Bureau of Maps and Plates and the Chicago Post Office, Superintendent of Carriers, have agreed to carry both addresses long enough to complete the changeover. Contact: W.O. Ollman, Merchandise Mart, Chicago.

Jan. 3-15 JANUARY FURNITURE MARKET, CHICAGO, ILLINOIS.

Jan. 3-15 JANUARY FURNITURE MARKET, GRAND RAPIDS, MICHIGAN.

DATE WHAT'S GOING ON GIVEN BY WHERE

January 5 ANNUAL MEETING GRAND RAPIDS FURN. EXP. ASS'N. PANTLIND HOTEL, GRAND RAPIDS

Wednesday
January 5
6:30 P.M.

PREVIEW OF 1949 CARPET CHICAGO FLOOR
FASHION OPENING COVERINGS CLUB
CHICAGO, ILLINOIS
COVERINGS CLUB
CHICAGO, ILLINOIS
Consumer fashion presentation to be staged by the Carpet Institute, Inc.
in New York late in February. This preview will be held at the Club's
annual dinner. Publicity: Melva Chesrown, EL. 5-7651.

January 7 PRESS DAY, GRAND RAPIDS FURNITURE MARKET, GRAND RAPIDS, MICHIGAN

MUSEUM. GALLERY AND GARDEN NEWS

Thursday

LECTURE ON ART

VILLAGE ART CENTER

224 WAVERLY PLACE

November 18

30 P.M.

John Taylor Arms, Honorary president, Society of American Etchers, Engravers, Lithographers and Woodcutters, will discuss the true place of art in a democratic community. Open to the public. Sponsored by The Friends of Democracy and the Village Art Center. Contact: Nora Clark, WA. 4-1928.

Thursday

POTTERY AND NEDDLEWORK BERTHA SCHAEFER GALLERIES 32 EAST 57TH STREET

November 18
An exhibition of pottery by Grover Cole, Fred Farr, Key-Elberg, Helen

Clark Phillips; jewelry by Fred Farr, Allen Leepa, Nilda Nunez Del Prado,

Isaac Lane Muse; and needlework by Marishka Karasz. Also to be shown

are "gold weights" in bronze by African natives. Each native had his own

bit of sculpture which was used as a weight to determine his wages in

gold. Contact: Bertha Schaefer, PL. 5-3331.

Thursday PREVIEW OF PAINTINGS, ETC. THE RIVERSIDE MUSEUM 310 RIVERSIDE DRIVE
November 18- A group exhibition of paintings, prints and sculpture is now open. Hours:
December 7 Tuesday through Friday, 1 to 5 P.M.; Saturdays and Sundays, 2 to 6 P.M.
Closed Mondays. Contact: Vernon C. Porter, UN. 4-1700.

Thursday EXHIBIT: FRENCH ARTISTS PAUL ROSENBERG GALLERY 16 EAST 57TH STREET

November 18December 18 Braque and Picasso have just been put on exhibition. Hours: 9:30 to 5:30,

Mon. through Sat. Admission, 75¢. Contact: Florence Walters, PL. 3-5653.

Thursday PRIVATE OPENING MUSEUM OF MODERN ART 11 WEST 53RD STREET
November 18Objects Under Ten Dollars is the name of the Museum's Christmas Show
this year. Open to the public November 18th-January 9th. Hours: 12 R.M.
to 7 P.M. weekdays; 1 P.M. to 7 P.M. Sundays. Admission 35¢.
Publicity: Betty Chamberlain. CI. 5-8900.

Thursday
November 18January 16

EXHIBIT: EARLY AMERICAN THE NEW YORK
CENTRAL PARK WEST
AT 77TH STREET

"Up from the cradle" is the title of this exhibit, a panorama of child
life in this country from 1660 to 1860 when photography almost eliminated portraiture. There are forty oils as well as watercolors, miniatures and so on. Hours: 1 to 5 P.M. daily except Mondays; 10 A.M. to
5 P.M. Saturdays. Contact: Alexander Wall, TR. 5-2917.

MUSEUM, GALLERY AND GARDEN NEWS

Thursday RECENT ACQUISITIONS MUSEUM OF MODERN ART 11 WEST 53RD STREET November 18- Works by Braque, Lachaise, Marini and by such young Englishmen as Robert January 23 Colquhoun, Robert MacBryde, Francis Bacon, Lucian Freud and Edward Burra are now on exhibition. Hours: 12 to 7 P.M. weekdays; 1 to 7 P.M. Sundays. Admission, 35¢. Publicity: Betty Chamberlain, CI. 5-8900.

Tuesday ART EXHIBIT THE MUSEUM OF MODERN ART 11 WEST 53RD STREET November 18The timeless aspects of modern art are shown in the first of a series of twentieth anniversary exhibitions. The display features the continuing flow of art regardless of period or place. Open to the public to January 23. Hours: 12 P.M. to 7 P.M. weekdays; 1 P.M. to 7 P.M. Sundays. Publicity: Betty Chamberlain, CI. 5-8900.

Thursday PRESS PREVIEW SCALAMANDRE MUSEUM 20 WEST 55TH STREET
November 18- A new exhibit: "The Symbol of the Rose in Textile Design" will be shown
February 15 to the press on November 18 and opened to the public on November 19.

Both documentary and modern prints will illustrate the display which will
point out the various types of roses used in this medium. Hours: 9 A.M.
to 5 P.M. Mondays through Fridays. Contact: Carol Shaw, CI. 6-8769.

Friday EXHIBITION OF AMERICAN THE BROOKLYN MUSEUM EASTERN PARKWAY
November 19- MARINE PAINTING

January 16

"The Coast and the Sea" is the subject of this new exhibit which consists
of about 230 oils by nearly 100 artists ranging from 1782 to the present
day. Publicity: John Gordon, NE. 9-5000.

Monday ANNUAL XMAS EXHIBIT SERIGRAPH GALLERIES 38 WEST 57TH STREET November 22- A group of 85 prints under \$15 will be on view. They were selected as December 31 being outstanding from the point of view of quality, gift-suitability and moderate price. In addition over 50 serigraph greeting cards will be shown, from 50¢ to \$2.50. Contact: Doris Meltzer, CI. 5-8936.

Monday EXHIBIT OF GIFTS THE NEWARK MUSEUM WASHINGTON PARK WEST November 22- A collection of glass, silver and ceramic objects related to those shown in the Museum's current exhibit "Decorative Arts Today" will be shown.

All may be found in Newark department stores and all are priced under \$10. Hours: 12 to 5:30 P.M. weekdays; 7 to 9:30 P.M. Wednesdays and Thursdays; 2 to 6 P.M. Sundays and holidays. Closed December 25.

Admission free. Contact: Mildred Holzhauer, MI. 2-0011.

Monday PRESS EXHIBIT: AMERICAN THE METROPOLITAN FIFTH AVENUE November 22- TEXTILES 1948 MUSEUM OF ART AND 82ND STREET January. 9 Upholstery and dress fabrics selected from this year's output of some 2:00 P.M.-120 firms will be on display. Practically every fabric now in use is 4:00 P.M. represented. Each firm submitted five fabrics from which a jury chose over 185 for exhibition. Among the upholstery houses represented are: Brunschwig and Fils; Cheney Brothers; Cohn-Hall-Marx Co.; Goodall Fabrics, Inc.; Greeff Fabrics, Inc.; Jofa, Inc.; Laverne Originals; Lehman-Connor Co.; F. Schumacher & Co.; Stroheim & Romann; Textron; Witcombe, McGeachin. A private view for members of Museum and invited guests will be held November 22 from 4 to 7 P.M. On November 24 the exhibit goes on public view. Hours: 10 A.M. to 5 P.M. weekdays; Sundays and holidays 1 to 5 P.M. Publicity: Lillian Green, RH. 4-7690.

GIVEN BY

MUSEUM, GALLERY AND GARDEN NEWS (Continued)

Monday November 29 2:00 P.M.-

5:00 P.M.

PRESS EXHIBIT: LITHOGRAPHS METROPOLITAN MUSEUM OF ART

FIFTH AVENUE AND

82ND STREET

One hundred and fifty years of lithography, 1798 to 1948; is the subject of this exhibit. The prints to be shown are drawn from the Museum's collection. Public opening, Friday, December 3. Hours: 10 A.M. to 5 P.M. Mondays through Saturdays; until 9 P.M. Wednesdays; 1 to 5 P.M. Sundays and holidays. Publicity: Lillian Green. RH. 4-7690.

Wednesday
December 1Going on

CHRISTMAS EXHIBIT OF PAINTINGS AND SCULPTURE THE NEWARK MUSEUM

WASHINGTON PARK W. NEWARK. NEW JERSEY

Various gifts made to the museum during the past year, supplemented by old masters borrowed from New York galleries, will be on display. A special feature will be the two wings of an altarpiece by the master of the Magdalen legend dating from about 1510-1520. Pieces of religious scultpure will also be shown. On Thursday, December 16, there will be a film program featuring three shorts dealing with Van Eyck's "Adoration of the Lamb", Memling and Ave Maria. Hours: 12 to 5:30 P.M. weekdays; 7 to 9:30 P.M. Wednesdays and Thursdays; 2 to 6 P.M. Sundays and holidays. Admission free. Closed December 25. Contact: Mildred Holzhauer, MI. 2-0011.

Monday
December 6December 27
10:00 A.M.6:00 P.M.

MODERN HOUSE EXHIBIT

BERTHA SCHAEFER GALLERIES 32 EAST 57TH STREET
This exhibit, which has been on tour, is again to be shown in New York.
It consists of four 1" scale models of individual parts of four houses
and three models of entire houses. The houses were designed by Carl
F. Brauer; Elder, Raymond and Breck; Reisner & Urbahn; Edward D. Stone,
and show the integration of architecture, interior design, landscaping
and the fine arts in the form of painting and sculpture. Contact:
Bertha Schaefer, PL. 5-3331.

RADIO AND TELEVISION NEWS

Thursday November 18 1:00 P.M.-

1:30 P.M.

THANKSGIVING ON TELEVISION

"VANITY FAIR" CBS-TV CBS-TV

15 VANDERBILT AVE.

With Dorothy Doan as hostess, Henrietta Nesbitt, the former White House housekeeper, will discuss her experiences, menus and crises at Thanksgiving time when she was the nation's First Housekeeper. A Thanksgiving table setting by Plummer, planned by Frank Cuthbertson of that company, will be presented and Bob Shaw of Food Fair Stores will demonstrate and describe pointers and pitfalls in the selection of Thanksgiving turkeys. Publicity: Helen Brattrud, PL. 5-2000.

Thursday November 18 8:00 P.M. 9:00 P.M. FOOD AND FURNISHINGS ON TELEVISION

GLORIA SWANSON HOUR

WPIX TELEVISION STA. 220 EAST 42ND STREET

Among the guests on this hour-long show will be Anya Seton whose new book "The Hearth and Eagle", shortly to be published, concerning an old inn of the same name on Cape Cod. She will discuss period design and period food. Herman Menck in "Chef's Holiday" will describe New England cookery as practiced at the Red Coach Restaurant and will give the recipe for the famous Red Coach clam chowder. Live lobsters will be broiled for the first time on television. John Groth, the well-known artist, will also participate in the thirty minute part of this show devoted to food and home furnishings. Publicity: Clint Bolton, MU. 2-1234.

DATE

WHAT'S GOING ON

GIVEN BY

WHERE

RADIO AND TELEVISION NEWS (Continued)

Thursday MAKING DRAPERIES THE NEEDLE SHOP WABD DUMONT
November 18- ON TELEVISION WABD 515 MADISON AVENUE
November 19 The technique of making draperies, valances and swags will be illustrated
2:30 P.M.- on this program, which is conducted by Alice Burrows. Contact: Mr. Don
2:45 P.M. Giesy, MU. 8-2600.

Thursday SHOPPING ON TELEVISION YOUR TELEVISION SHOPPER WABD DUMONT
Nov. 18-19
10:00 P.M.- A fireplace screen known as Flexscreen will be shown by Kathleen Norris
10:30 P.M. who conducts this program. Contact: Mr. Don Giesy, Mu. 8-2600.

Tuesday DECORATING PROGRAM SACHS QUALITY STORES STATION WMCA
November 23 Harriet Sherry, well-known decorator and dealer in antiques, will be
4:15 P.M.- the guest speaker on Grace King's program. Her subject will be antiques
4:30 P.M. and decorating. Publicity: Seymour Fogelson, ME. 5-5300.

Wednesday TABLE SETTING SACHS QUALITY STORES STATION WMCA
November 24 Grace King will have as a guest speaker on her decorating program Leonard
4:15 P.M. Ross of the Ullman: Co. whose subject will deal with setting tables with
4:30 P.M. Princess place mats and doilies. Publicity: Seymour Fogelson, ME.5-5300.

Wednesday FABRICS IN DECORATION SACHS QUALITY STORES STATION WMCA
December 1 Beatrice Price of the Mallinson Drapery & Upholstery Fabrics will discuss
4:15 P.M.4:30 P.M. corating program. Publicity: Seymour Fogelson, ME. 5-5300.

Thursday

THE USE OF WALLPAPER

SACHS QUALITY STORES

STATION WMCA

How to use Tru-Grain wallpapers, a recently developed line of plastic
4:15 P.M.
coated marbleized and wood-grain papers, will be the subject covered by

David Morgan of the Ullman Co. on Grace King's decorating program.

Publicity: Seymour Fogelson, ME. 5-5300.

FIRST OF A SERIES OF REPORTS ON GIVE-AWAY PROGRAMS VIP SERVICE, INC.

This service handles 6 network shows and 28 regional shows, as follows: Ladies Be Seated, over 233 ABC stations, Mondays through Fridays from 3 to 3:30 P.M.; Golden Hope Chest, over 300 Mutual stations, Mondays through Fridays, 2:30 to 3 P.M.; Take A Number, over 500 Mutual stations, Saturdays, 5 to 5:30 P.M.; Give and Take, over 160 CBS stations, Saturdays, 1:30 to 2 P.M.; Go for the House, over 200 ABC stations, Sundays, 7 to 7:30 P.M.; Sing it Again, over 160 CBS stations, Saturdays, 8 to 9 P.M. The regional shows include daytime and evening audience participation shows practically around the clock in principle market areas of the country. All are network affiliates and strong wattage stations in the 5,000, 10,000 and 50,000 wattage class. Everything from clothes pins to grand pianos has been given away. Every effort is made to make the merchandise as ear-appealing as possible. This is a very economical way to publicize a product. Contact: A. B. Wallace, PL. 7-4570.

Home Furnishings Calendar

Room 519 · 9 East 46th Street, New York 17, N. Y. · PLaza 9-2917

Board of Editors

Emma Aubert Cole, Managing Editor Marian E. Murtfeldt Ruth Finley Mary Moon Hemingway

HOME FURNISHINGS CALENDAR is published every Thursday. There is no charge for any listing. Subscription rates: One year, \$30; six months, \$18; three months, \$10; single copy, \$1.